

Against the Grain

Volume 21 | Issue 3

Article 1

June 2009

If Rumors Were Horses

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Recommended Citation

Strauch, Katina (2009) "If Rumors Were Horses," *Against the Grain*: Vol. 21: Iss. 3, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.2301>

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ALA ANNUAL ISSUE

VOLUME 21, NUMBER 3

JUNE 2009

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Peer Review: The History, the Issues, and New Directions

by **Irving Rockwood** (Editor & Publisher, CHOICE, 575 Main Street, Suite 300, Middletown, CT 06457) <irockwood@ala-choice.org>

Perhaps the very first question to be answered in an article on peer review is, "Who cares?" And in truth until several years ago when I casually agreed to moderate a panel on current issues in peer review, that would have been precisely my response. However, as I have since learned, peer review is a much more important and more exciting topic than it might first appear.

For one thing, there are a lot of folks interested in it. The topic of peer review has spawned an extensive literature and at least one major continuing series of conferences, the **International Congresses on Peer Review and Biomedical Publication**. The sixth of these gatherings, jointly organized by **JAMA** and **BMJ**, will be held in Vancouver this coming September, and if past experience is any guide, it will be well attended. The fifth **Congress**, which was held in Chicago in September 2005, attracted 470 participants from 38 countries who assembled to attend a

program featuring 42 reports and 53 posters on editorial peer review. A similar group will presumably be gathering in Vancouver this fall. If this sounds appealing, you'll want to visit the conference Website, <http://www.ama-assn.org/public/peer/peerhome.htm>, and you might want to hurry. Registration is now open. And if you can't wait until September, there is at least one earlier alternative, the "**International Symposium on Peer Reviewing**," which is being organized as part of **The 3rd International Conference on Knowledge Generation, Communication, and Management: KGCM 2009** to be held July 10-13, 2009 in Orlando, Florida. For more information, see <http://www.ICTconfer.org/kgcm>.

Peer review, it turns out, also has a lengthy history. That history is generally traced back to **Henry Oldenburg** (1619-1677), the first Secretary of **The Royal Society of London** and the first editor of *The Philosophical Transactions*, the world's oldest scientific journal in



continuous existence, which he founded in 1655. **Oldenburg**, who founded *The Transactions* primarily for financial reasons (with disappointing monetary results despite a print run of over 1,200 copies — a result that would feel quite familiar to many contemporary scholarly publishers), found that he quickly received many submissions of dubious quality. In response, he began calling on colleagues who were subject matter experts — he was himself a trained theologian, not a scientist — for advice on the worthiness of papers submitted for publication. And so began peer review.

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If Rumors Were Horses

The votes are in! **Lyrasis** and **NELINET** members voted to approve the Board resolution for **NELINET** to join **Lyrasis** with a "YES" vote of over 94%. The effective date for this union is Fall, 2009. Work has already begun on the organizational transition. To be continued! www.lyrasis.org/

Just got word from the energetic **Grace Baynes** <g.baynes@nature.com> that **Nature** (published continually since 1869) was named "journal of the century" by the **BioMedical & Life Sciences Division (DBIO)** of the **Special Libraries Association (SLA)**. The award was presented at the annual **DBIO Business Luncheon** during the **SLA's Centennial Conference** in Washington D.C. The journal



of the century award was voted for by **DBIO's** 686 members. Runners-up included the **New England Journal of Medicine, Science, the Journal of the American Medical Association (JAMA), and The Lancet**. In conjunction with **SLA's Centennial**, **DBIO** conducted a poll of its members to identify the **100 most influential journals of Biology & Medicine over the last 100 years**. A list of the top 100 journals is available on the **SLA Website**. units.sla.org/division/dbio/publications/resources/dbio100.html www.nature.com

Speaking of which, **Ann Okerson's Liblicense** has been abuzz with news of an article in *Nature* by **Phil Davis** (Cornell) and **Kent Anderson** (New England Journal of Medicine). They relate how they submitted

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From Your (Greek-cooking) Editor:

Y'all, I like to cook but most of the time I am "cooking" on the computer instead. Let me tell you, cooking, especially Greek, is hard, back-breaking work. But it is great fun and now my husband **Bruce** is my able sous-chef (is that what you call it?) which makes it all much easier. So this summer, with lots of festivities and company, I got out my pile of Greek cook books and began. Haven't tackled the baklava yet, maybe next year?

In between cooking endeavors, I have read this issue of *ATG*. And what a great issue it is, on the topic of **peer review**. Papers cover the history and new directions (**Irv Rockwood**), current peer review practice (**Mark Ware**), PLoS ONE (**Peter Binfield**), interactive open access peer review (**Ulrich Pöschl**), the open scholarship full disclosure initiative (**Gary Hall**), and book reviews (**David Shatz**). Our **op ed** is by **Tony Horava**, **Tony Ferguson** tells us about good turns in Hong Kong, we interview **Meris Mandernach** a wonderful collection management librarian, learn about a home-grown book order system (**Biz of Acq**), read about functional and transformative (**From the**

University Press). Moving right along, **Bob Holley** talks about new models, **Celia Wagner** has a wonderful reminiscence about **Yale**, her alma mater, **Donna Jacobs** talks about translators, **Mark Herring** is into print newspapers, **Tom Leonhardt** talks about not blogging, **Rick Anderson** thinks library collections might be too risky. I will take a breath before I continue. Next, **Arlene Sievers** gives her perspective on building library collections in the 21st century, **John Cox** is all about authors' rights, **Richard Abel** continues the approval plan story as does **Rita Ricketts** with **Benjamin Henry**. Ending it all, **Michael Pelikan** is talking about product announcements, **Todd Carpenter** is moving libraries into Web services, **Greg Tananbaum** talks to **ProQuest** at 70, **Cris Ferguson** mulls over the demise of the print newspaper, and **Xan Arch** helps with crowd control. And we haven't talked about many other columns in this issue. Get busy reading right now!

Oops! **Bruce** wants to make baklava and I need to lie down first. Yikes!

See y'all in Chicago.

Love, Yr. Ed. 🌿



Rumors from page 1

a fake, computer-generated manuscript to **The Open Information Science Journal** and then withdrew it after acceptance. They produced the paper using software that generates grammatically correct but nonsensical text, and submitted the manuscript under pseudonyms in late January. The hoax has raised doubts about the **open access author-pays model**. The editor of the journal has resigned.

www.library.yale.edu/~license/ListArchives/scholarlykitchen.sspnet.org/2009/06/10/nonsense-for-dollars/

Talk about pertinent! This issue — on **peer review** — is guest edited by the amazing **Irv Rockwood** (Editor & Publisher, *Choice*). In his introduction, **Irv** says that peer review is more important now than ever. We couldn't agree more!

And did you know that **in the midst of it all**, **Irv** was moving! *Choice* has moved. The new address is 575 Main Street, Suite 300, Middletown, CT 06457. Phone numbers and email addresses are unchanged.

Do you have an **iPhone**? Well if you do, **Duke University Libraries** now offers a **comprehensive university digital image collection** specifically formatted for an **iPhone** or **iTouch** device. It includes thousands of photos and other artifacts that range from early beer advertisements to materials on San Francisco's Haight-Ashbury scene in the 1960s. Although a growing number of scholarly institutions offer images and other material online, **Duke** is the first to offer collections that take advantage of the **iPhone's** design, navigation and other features.

www.youtube.com/watch?v=iHK3E4N7w6o.m.duke.edu

Okay. We have changed the **theme of the 2009 Charleston Conference to NECESSITY IS THE MOTHER OF INVENTION**. Used to be "There's a Whole Lotta Changing Going on." But in reviewing the themes, I noticed that we had used the "change" theme in two other conferences — **1987 (Plus ça Change)** and **2001 (The Trends They are A'Changing)**. And this year we have **changes** but also **changes to invent new solutions** to our issues/problems/world. **NECESSITY IS THE MOTHER OF INVENTION** is from **Plato's Republic** and since I am a Greek, it resonated with me. Not to mention there are a lot of corollary quotes that can build on that quote that seem relevant and may help in presentations. How about — "If necessity is the mother of invention, discontent is the father of progress;" (**David Rockefeller**) or "Necessity is the mother of taking chances;" (**Mark Twain**), "Necessity is the author of change;" (**Tim Hansel**) or "Discontent is the first necessity of progress;" (**Thomas Edison**). If you turned in a request that used the old theme, please do not worry. You don't have to change. The **Charleston Conference** is nothing if not **flexible and dynamic**.

Speaking of which, why not **beat the rush**

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear Loyal ATG Fans!

It's late at night and I need your letter/comments/issues! Are you there? Send me a letter, an email, a missive, whatever, right now!

Okay? Please! — Yr. Ed. 🌿



AGAINST THE GRAIN DEADLINES VOLUME 21 — 2009

2009 Events	Issue	Ad Reservation	Camera-Ready
Reference Publishing	September 2009	07/8/09	07/29/09
Charleston Conference	November 2009	09/02/09	09/23/09
ALA Midwinter	Dec. 09/Jan. 2010	10/21/09	11/11/09

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Rumors

from page 6

and turn in your proposal for a paper today!
<http://www.katina.info/conference>

Lots of us are **trying to take vacation!** It's the summer, after all, and that's when those of us employed by academe can usually take vacation. Anyway, was talking to **Jack** — the awesome — **Montgomery** <jack.montgomery@wku.edu> who was trying to take vacation last week when yours truly interrupted him! Sent **Jack** a fax which he went into the office to pick up and he ended up staying three hours. OOPS! Sound familiar?

Sad to report that the incredibly hard-working **Sheila Seaman** <Sheilaseaman@gmail.com>, Assistant Dean for Public Services at the **College of Charleston** has retired and her last day at **Addlestone Library** was Friday, June 5. She decided to retire quickly (a month ago) and didn't stick around for long, sort of like when **Dean Smith**, the famous coach of **North Carolina's Tarheels** basketball quit just like that! But there's a silver lining in this cloud, **Sheila** is going to be one of our **Mentors** at the **2009 Charleston Conference** so she will still be around for us to hear about her adventures in retirement. Speaking of which, **adventures in retirement** would make a good **ATG** column, wouldn't it? Any retirees out there interested??

And our other new **mentor** at the **2009 Charleston Conference** is **Brenda Wright** who just up and volunteered. **Wonderful!**

And **Brenda's** email is <Brenda.wright@fam.u.edu>. The mentors and emails are posted on the **Charleston Conference Website** so y'all can be in touch with Conference questions/issues.

www.katina.info/conference

Plus REGISTRATION FOR THE 2009 Charleston Conference (November 4-7) is now open! REGISTER NOW!

www.katina.info/conference

And, it's goodbye to our first ever **mentors** — **Pam Cencer** and **Susan Campbell**. Mentoring was their idea and it has been a wonderful addition to the **Charleston Conference!** Thanks, **Pam** and **Susan**, for all your enthusiasm and hard work! We will miss you!

Oh! Did you know that **Sheila's** sister is **Linda Nainis** (Acquisitions Librarian, Content Acquisitions Section, Library Technical Information Services, U.S. Government Printing Office) <lnainis@gpo.gov>. As you can see, **Linda** is also a librarian and comes to the **Charleston Conference** regularly! The family that librarians together, stays together, I always say.

What else? Let's see. Heard recently from the elegant **Martin Marlow** <martinmarlow@hotmail.com>. He has left **Ingram Digital** after being made redundant at the end of April following a re-structure of the company's activities. Right now **Martin** is just starting to look around for his next role. Meanwhile, he has set up a group of associates and is taking on short term contracts and consultancy proj-

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Crowd Control

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into their CRM for customer service response. So if you tweet that your **Tivo** stopped working, someone from **Tivo** will see this comment in their own customer database and can send a suggestion through **Twitter** on how to fix the problem.


How can we use this? We don't need CRM software to use **Twitter** to monitor customer satisfaction. **Search.twitter.com** gives you the option of searching a keyword and then creating an RSS feed to monitor new tweets that include this keyword. I searched "**Stanford Library**" to see how much I found related to my workplace, and, amid some general comments, found some specific complaints. One user mentions a problem with Internet connection in the main library, another wrote "Had to jump through weird hoops to get access to net at **Stanford** library. Can't register my machine, but can create myself a guest account." Can we use this as a feedback mechanism? Not everyone uses the suggestion box or Web forms that we provide for feedback, but they may speak their mind on **Twitter**. A **Twitter** account so we can respond and an RSS reader to pull together the relevant tweets is all that is needed to keep an eye on how we're doing and how we are seen in our community. There are also free applications like **TweetBeep** that will send you an alert when a keyword is mentioned.

Pulling together tweets on a company name could be even more helpful in a vendor or publisher setting. The commenters in these cases are most likely librarians, faculty, or students who are aware of the company and have reactions, complaints, or suggestions to share. They may not take the time to go to an official Website and look for a suggestion form.

Both **Facebook** and **Twitter** can be ways for a library, vendor, or publisher to push out information to those willing to follow their updates. Instead of just listening to customers, you can also send out information to your crowd. **Wilfred Drew** recently posted a **Google** spreadsheet (announced on the **LITA listserv**) that pulls together a list of library vendors using **Twitter** and **Facebook**. Some of them are just getting started, but others have mastered the new tools and are using them to provide information and news to their customers. Libraries are doing the same with updates on events and resources for patrons. **Facebook** and **Twitter** can also be integrated so one update can be used for both platforms, reducing the amount of time needed to update friends and followers on both sites.

It's easy to discount **Facebook** and **Twitter** as just a bunch of chatter. However, they can be powerful tools for finding out what your users think of you or what they want to see in your service or product. The central problem, unsurprisingly, is filtering out the noise. Both sites will bring you more information about other people than is useful or interesting. Spend a little time learning how the sites work and who is using them effectively. When you see ineffective or pointless communication, it will help you shape your message to be direct and relevant to those who are reading it.

My final word on crowdsourcing is a call for help. I don't have any idea what to name this new column, even after informally polling my friends and family. Their suggestions, along the lines of "**Dewey Decimal Fun**," only showed me that they have no idea what I do for a living. Can the library crowd do better?

Tweet your suggestions to @melonadu or send me a message on **Facebook!** 

ects. As we all know, **Martin** has worked in all the major content type areas and they seem to be merging. **Martin** says it's fun building products, markets, and sales and marketing strategies around this next wave. His areas of passion are strategic and operational marketing (product, pricing, placement, social networking et al), electronic product definition and development and digital media sales, and partner / channel development.

www.linkedin.com/in/martinmarlow

There are all sorts of new initiatives out there. Saw in the *New York Times* the other day (6-12-09) that **Simon & Schuster** is planning to sell digital books on **Scribd**. This is seen as an alternative to **Amazon's Kindle**. Readers will be able to read up to 10% of the titles that are loaded on **Scribd** which will include best-selling authors among others. See — "**Simon & Schuster to Sell Digital Books on Scribd.com**" by **Brad Stone**.

<http://www.nytimes.com/2009/06/12/technology/internet/12books.html?th=&emc=th&pagedwanted>

Let's see. There is a fascinating article in the *Chronicle of Higher Education* (June 12, 2009). The author (**Ann Kirschner**) read **Dickens' Little Dorrit** four ways (paper, Kindle, audiobook, iPhone) and outlines her reaction to the experiences. Definitely worth a read! See — "**Reading Dickens Four Ways – How 'Little Dorrit' fares in multiple text formats**," by **Ann Kirschner**.

chronicle.com/free/v55/i39/39b01601.htm

Speaking of content — Way back when I started life in **acquisitions**, I only worked with **books**. Ah, they were so simple to work with. Then they gave me the **serials job** too and I began to get chronic what I called "**serials headaches**." Read about an example in **Tinker Massey's "Something to Think About"**, this issue, p.48.

Are you going to **ALA** in Chicago? Just saw notice of the **SPARC-ACRL Forum** to be held Saturday, July 11 from 3:30 PM to 5:30 PM at the Sheraton Chicago, Ballroom II/III. It's the **ACRL Scholarly Communications** discussion group. **Ivy Anderson, Charles Lowry, Emma Hill, and James Neal** will be speaking. The forum will be available via **SPARC** video-cast at a later date. And **Ivy** is one of our speakers in Charleston in November!

<http://www.arl.org/sparc>
www.katina.info/conference

I remember when I met my husband **Bruce** he asked me what I did for a living. I said I was a **librarian**. He said back, "Oh, so you know about **Dewey Decimal** and all that." I guess I laughed. I don't remember. But anyway, **Xan Arch's call for help** in this issue, p.8, recalls that incident. Help her out! Please!

I spent some time in April in Oxford England at a delightful conference called **Exploring Acquisitions** which was organized by **Alice Keller** of the **Bodleian** and **David Swords** of

against the grain people profile

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EDUCATION: BA, **University of Pennsylvania** and MBA, **Babson Graduate School of Business**.

FIRST JOB: Development Executive at **Reed Publishing Services**, London, UK.

PROFESSIONAL CAREER AND ACTIVITIES: I've worked in academic publishing most of my adult life.

MOST MEANINGFUL CAREER ACHIEVEMENT: Moved with my family to Kunming, Yunnan Province, China, where I spent a year working at **The Nature Conservancy** on a unique photography-based environmental project called "Voices from South of the Clouds." After providing villagers with point-and-shoot cameras and one roll of film per month, we asked them to chronicle their daily life as a means of documenting Yunnan's natural and cultural resources. The villager's stunning photographs illustrated dramatic environmental changes such as larger glacial lakes and rampant deforestation. The photographs were displayed for over 16 months at the **American Museum of Natural History** in New York and can be viewed here: <http://www.amnh.org/exhibitions/photo/voices/>.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I hope to see greater collaboration between academic libraries, scholarly publishers, and technology companies to tackle the challenges wrought by a digitally-dependent world. 🐼



Blackwell. The hard-hitting **Rick Anderson** was just one of the many speakers! I will be writing the conference up for **ATG** shortly. Watch for it probably on the **ATG NewsChannel**! www.against-the-grain.com

What a great thing to do for your little girl — **Rick** brought his lovely 16-year old daughter **Maggie** to Oxford! Besides shopping and enjoying the sites, she was buying all kinds of books at the best book shop in the world, **Blackwell's Book Shop** to take to her friends back home. I understand that **Maggie's** next big adventure this summer will be participating in a three-day pioneer trek reenactment, complete with handcar! **Rick** says **Maggie** had a wonderful time in Oxford, and he particularly enjoyed watching her meet people whom he's talked about at home — everyone was so nice and made her feel welcome and special. It was a great experience.

Speaking of which, I remember a **great trip** with my **Dad** from Richmond, Virginia, to Baltimore to the **Federal Reserve Bank** there. It was way back when I was a teenager and I loved Baltimore and the library at the Fed. I particularly remember the **hamburger steak** my **Dad** bought me in the Washington train station on the way back home to Richmond.

Speaking of little girls — the other day I met with **John Baudassi (ProQuest)**. What a delightful man! (Truly, between us, when **Debbie Hodges** left **ProQuest** I was devastated) but **John** is just as great! What a gentleman

he is. He has a daughter whose name is **Danielle** and she has been going to **UC Boulder**. She graduated last year and is employed as a graphic designer. Her employer said she could work at home so she decided to move back to Richmond where her mother and grandmother live. The family is very happy that she is going to be closer to home. And **John**, the proud father, gets to drive the car with the trailer on it from Boulder to Richmond. He didn't want his daughter to drive all that distance by herself.

And, speaking of **driving a long distance**, was talking to my favorite person in the world, **Becky Lenzini**, yesterday. She was driving from Denver to St. Louis all by herself. Her daughter, **Sarah**, is pregnant and is due July 5. Everyone (including me) is excited for the big event!

Heard recently from the fantabulous **Jim Morrison** <jmorrison11@carolina.rr.com>, another one of my favorite people. **Jim** retired in Oct. of 2007, after 40 years on the road. He says he misses the regular paycheck and all the friends he made over the years. In May of 2008, **Jim** went to **Duke** for radiation & chemo and then surgery. Fortunately, the cancer had not spread, and the radiation had fried the tumor. After many hospital adventures, **Jim** is finally home regaining his strength. He even has his daughter's 3-year-old twins (a boy and a girl) to play with to help him recover! And now his son's wife is pregnant with twins. I tell you, when it rains it pours!

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Peer Review: The History ... from page 1

Today, of course, we think of peer review as synonymous with the scholarly journal. But this is actually a relatively recent development dating from the post World War II era. As the first modern scientific journal, *The Transactions* may have spawned many successors, but only some adopted peer review. Many of the new journals, possibly most, simply relied on the editor's judgment. For example, **Albert Einstein's** revolutionary "Annus Mirabilis" papers, which appeared in the 1905 issue of *Annalen der Physik*, were never subjected to peer review. Instead, the journal editor-in-chief, **Max Planck** (the father of quantum theory and a **Nobel Prize** winner), reviewed the papers himself and then published them in a splendid example of operational efficiency and one-stop shopping.

In the United States, it was not until the post-World War II science boom that peer review became accepted practice in the review of grant applications and scholarly publishing, our primary arena of interest. According to **Jonathan Cole**, Provost and Dean of Faculties at **Columbia** and co-author of a number of works on peer review, "It came into full force after the war with the establishments of the **National Science Foundation** and the **National Institutes of Health**. That is where the principle of merit-based review was very clearly established and has been followed ever since."¹

Before proceeding further, it is appropriate to offer a working definition of our subject. In its most traditional or classic form, peer review is the pre-publication review and written evaluation of a manuscript by one or more subject matter experts ("peers") selected by the editor or publisher for the purpose of assisting him or her with the final publishing decision. There are several commonly encountered varieties of peer review. In "blind review," the written review is anonymous, i.e., the reviewer's identity is not disclosed to the author. If the author's identity is also concealed, i.e., not made known to the reviewer, this is known as "double-blind" peer review. In "open peer review," on the other hand, the reviewer's identity is disclosed to the author.

While the mechanics of peer review vary, the final publishing decision, it should be noted, always rests with the editor or publisher. Nonetheless, the content of the review typically plays a major role. While it may occasionally happen that an editor or publisher chooses to publish an article, or book, that has been unanimously savaged by the reviewers, this is almost always a rare, and potentially newsworthy, event.

In short, peer review is a process in which scholarly manuscripts are selected for publication based on written evaluations by subject matter experts, or peers. Sometimes known as merit-based review, it ensures that scholarly articles and books are vetted for accuracy, relevance, and quality before acceptance by the publisher. In essence, peer review is a certification process in which scholars review the work of other scholars to evaluate its quality and readiness for publication. As such it is generally viewed as the "gold standard" by which a scholar's publication record is judged. While there are outlets for scholarly articles and books that do not employ peer review, scholarly reputations are largely based on peer reviewed publications, the quantity and quality of which are a widely accepted measure of status within the field. Thus peer review as it has come to be practiced today performs two important functions. First, it provides a generally accepted framework for making scholarly publishing decisions, thus shaping the scholarly literature. In addition, it has become an intrinsic element in the professional certification process, a matter of no small importance to authors.

However, what makes editorial peer review truly interesting today is neither its history nor its mechanics, but a growing sense of concern about its adequacy as an impartial and accurate selection tool. While many, perhaps most, observers still view peer review as the "gold standard" against which to measure other evaluation tools, there has in recent years been a growing chorus of criticism, particularly — but not exclusively — from younger scholars and minorities. For one thing, as has long been noted, there is an inherent risk of conflict of interest built into the peer review process. As the science historian **Horace Freeland Judson** observed, "...the persons most qualified to judge the worth of a scientist's grand proposal or the merit of a submitted research paper are

precisely those who are the scientist's closest competitors."²

Beyond this, peer review has been criticized as unreliable, idiosyncratic, and open to every sort of bias. It has also been repeatedly criticized for failure to validate or authenticate, as evidenced by any number of incidents involving the publication of invalid or fraudulent research.³ Furthermore, some critics have argued that peer review, rather than advancing science, stifles innovation, perpetuates the status quo, and rewards the prominent. In addition, they have charged that peer review causes unnecessary delay in publication, is very expensive, and insufficiently tested.⁴

Proponents of peer review, while acknowledging the validity of some or all of the criticisms levied against it, have generally tended to respond that, for all its faults, peer review remains an essential cornerstone of the scientific and scholarly process. Peer review, proponents sometimes say, is like democracy, which, to use **Winston Churchill's** famous phrase, "is the worst form of government except all those other forms that have been tried from time to time."⁵ It is, in their view, easy to criticize peer review but much harder to come up with a better system.

Such arguments have neither satisfied nor silenced the critics, some of whom have called for the total elimination or replacement of the current system. **Horrobin**, for example, has argued that peer review "is a non-validated charade whose processes generate results little better than does chance."⁶ More recently, in a provocative piece that became the most downloaded technical paper at **PLoS Medicine**, **John P. A. Ioannidis**, an epidemiologist at **University of Ioannina School of Medicine** in Greece and **Tufts New England Medical Center**, asserted that "There is increasing concern that most current published research findings are false."⁷ Arguing that simulations show that "for most study designs and settings, it is more likely for a research claim to be false than true," **Ioannidis** called for improved and more rigorous statistical analysis of research findings in order to provide a more accurate assessment of validity.

It is fair to suggest that the continuing debate over peer review is unlikely to be re-

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Rumors from page 14

And, more about **ProQuest**. I can't forget to tell you about **Jim Morris**, another great person! Not to be confused with **Jim Morrison** (above), **Jim Morris** was telling me about the **ProQuest digital microfilm** which is worth paying attention to. And, I remember that **Jim** is a huge fan of **fried chicken livers**. We just had a going away party for one of our student workers who devoured a huge plateful of fried chicken livers. We were at **Virginia's on King** (across from the **Francis Marion Hotel**). Hmmm...

And, you know what, at the **Oxford Acquisitions Conference** (see above), one of the speakers was the gorgeous **Kathy Ray** who is the librarian at the **American University of Sarjah**, United Arab Emirates. Remember **Ron Ray**? Used to be at **University of the Pacific**? Well, **Ron** is **Kathy's** husband. He is now in IT and enjoying himself, **Kathy** says.
<http://www.aus.edu/>

OCLC and the **Bibliothèque nationale de France** have signed an agreement to work cooperatively to add records from the French national library to **OCLC WorldCat**. Plans are for **OCLC** to process an estimated **13.2 million bibliographic records** from the **Bibliothèque nationale de France**. **OCLC** and

the **Bibliothèque nationale de France** have worked together on other projects, such as the cooperative effort to create the **Virtual International Authority File (Fichier d'Autorité International Virtuel)**, which combines multiple name authority files into a single name authority service, and French translations of the **Dewey Decimal Classification** system.
www.oclc.org/us/en/worldcat/catalog/national
www.bnf.fr

The **Sir Paul Getty Bodleian Bookbinding Prize** was awarded for the first time in a special ceremony which celebrated the official opening of the exhibition **BOUND FOR SUCCESS: Designer Bookbinders International**

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Peer Review: The History ... from page 16

solved soon. However, even as it continues, the Internet is providing the impetus for much experimentation and change. These experiments may be categorized in a variety of ways. The scheme advanced below has been adapted from one originally advanced by **Matt Hodgkinson**, a **BioMedCentral** Senior Editor.⁸ It classifies these efforts into five basic types:

- **Open peer review:** a variation of traditional pre-publication peer review in which the reviews are published along with the articles. In some case, readers are allowed to post comments. Example: the **BMC-series** medical journals.
- **Open and permissive peer review:** articles are published if reviewed by some specified minimum number of reviewers. Example: *Biology Direct*.
- **Pre-publication community peer review:** a form of prepublication review in which the reviewers are volunteers rather than having been selected by the editor or publisher. Example: *Atmospheric Chemistry and Physics*, which combines a pre-publication quality check and community peer review with publication of a revised final draft following an interactive public discussion period. (See **Pöschl** article below.)
- **Pre-publication peer review coupled with post-publication discussion and commentary:** combines a streamlined pre-publication peer review process with post-publication discussion and commentary that is facilitated by providing readers with the ability to comment on and discuss published materials. Examples: *PLoS ONE*. (See **Binfield** article below.)
- **Post-publication community peer review:** this utilizes a streamlined pre-publication screening process in the expectation that peer review will occur post-publication as the scholarly community comments on, evaluates, and annotates the published article. Examples: *Nature Precedings*.

The articles comprising this feature provide a variety of perspectives on the current status of peer review and its evolving role in scholarly communication.

- **Mark Ware**, former Director of **IOP Publishing** and currently principal of

Mark Ware Consulting in the UK, reports on a recent major international survey of scholars attitudes toward peer review that is based on over 3,000 responses from academics around the world. "Overall," he concludes "we see a picture of academics committed to peer review with the vast majority believing that it helps scientific communication."

- **Peter Binfield**, the San Francisco based Managing Editor of the Open Access journal *PLoS ONE*, describes and explains *PLoS ONE's* innovative editorial process and reports on its phenomenal rate of growth. He observes that he and his colleagues "believe that the *PLoS ONE* formula may have the potential to accelerate, and improve, the nature of research itself."
- **Ulrich Pöschl**, a Research Scientist in the Biochemistry Department at the **Max Planck Institute for Chemistry** in Mainz, Germany, and Chief Executive Editor of *Atmospheric Chemistry and Physics*, an Open Access journal founded in 2001, reviews and explains *ACP's* interactive peer review strategy. *ACP*, he reports, has not only experienced rapid growth; it is financially self-supporting.
- **Gary Hall**, Professor of Media and Performing Arts at **Coventry University** in the UK, discusses the role of peer review in the humanities. He goes on to advance a provocative proposal for full disclosure in scholarly publishing, which he calls the **Open Scholarship Full Disclosure Initiative**. Designed to encourage more responsible behavior by journal editors, publishers, and the authors whose material they publish, it is, as the subtitle suggests, a potentially subversive proposal.
- Finally, **David Shatz**, Professor Philosophy at **Yeshiva University** in New York, examines a topic near and dear to this editor's heart, the unique status of book reviews. Book reviews, he concludes, are a special case within the field of scholarly communication, one where there is considerable room for improvement.

Who cares about peer review? Many people, particularly those committed to the advancement of knowledge and scholarly communication. Peer review, it's not an exciting topic for most people, but it's a critically

important one for scholarly authors, researchers, publishers, and librarians alike. With a little luck, the articles comprising this feature will encourage all of us to reconsider our own attitudes and beliefs about this important area of scholarly practice. 🍀

Endnotes

1. **Tom Abate**, What's the verdict on peer review?, accessed on May 6, 2009 at <http://www.columbia.edu/cu/21stC/issue-1.1/peer.htm>.
2. **Horace Freeland Judson**, "Structural Transformations of the Sciences and the End of Peer Review," *Journal of the American Medical Association*, 272 (July 13, 1994), 92-94.
3. See, for example, **Hwang Woo-suk** et al., "Patient-Specific Embryonic Stem Cells Derived from Human SCNT Blastocysts," *Science*, May 2005, a work whose stunning findings were hailed as a scientific breakthrough on publication only to be later discredited and declared "an intentional fabrication" by a **Seoul National University** panel some seven months later. Or the case of **Jan Hendrik Schön**, who at one point was publishing at the rate of one research paper every eight days and who received at least three prizes from 2001 to 2002, only to be charged with scientific misconduct in September 2002, resulting in the withdrawal of over 20 published papers from prestigious journals including *Science*, *Nature*, and *Physical Review Journals*, all of which had been peer reviewed. If the ease with which this author located these and other similar examples is any indication, this is but the tip of a very large iceberg.
4. For a more comprehensive overview of the history, criticisms, and defenses of peer review, see **Drummond Rennie**, Editorial peer review: its development and rationale, accessed on May 6, 2009 at <http://resources.bmj.com/bmj/pdfs/rennie.pdf>.
5. **Drummond Rennie**, "More peering into editorial peer review," *Journal of the American Medical Association*, 270 (December 15, 1993), 2856-58.
6. **D. Horrobin**, "Something rotten at the core of science?" *Trends in Pharmacological Sciences*, Vol 22, No. 2, February 2001.
7. **John P. A. Ioannidis**, "Why most published research findings are false," *PLoS Medicine*, 2(8): e124 (2005) doi:10.1371/journal.pmed.0020124.
8. **Matt Hodgkinson**, "Open peer review & community peer review," accessed on May 6, 2009 at <http://journalology.blogspot.com/2007/06/open-peer-review-community-peer-review.html>.

Rumors from page 16

Competition 2009. Recognizing the best of craftsmanship and creativity in the contemporary art of bookbinding, the first prize was awarded to **Alain Taral** of France, for an extraordinary binding made of pear wood covered by a myriad of exotic veneers. **Taral** uses "fusion" marquetry as his cover decoration, utilizing many different precious wood

veneers including palm tree, yew, bubinga, lati, plane tree, amboina, elm burrs, thuya and faiera. The second prize went to **Jenni Grey** from the United Kingdom. Her innovative approach to the competition theme saw the pages divided into two bindings: "Water" and "Waterborn." There were 25 distinguished winners representing nine countries: Germany (8), United Kingdom (6), France (4), Estonia (2), Belgium, Spain, Sweden, Italy, and Japan. In his Foreword to the accompanying exhibi-

tion catalogue, **Mark Getty** says: "My father began collecting bookbindings while he was still a young man. I am therefore delighted to have had the opportunity to sponsor this competition and in particular to have sponsored the top prizes in honour of my father. The **Sir Paul Getty Bodleian Bookbinding Prize** recognises the best current bookbinding in the world, and it is fitting that the **Bodleian Library** and the **Library at Wormsley** should

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lished in *ACP* originate from Europe (~60%) and North America (~30%), but the proportion of papers originating from Russia, China, India and other countries is increasing.

The *ACP* open access publication service charges compare quite favorably with the charges levied by other comparable scientific journals and publications:

1) Other major open access publishers such as **BioMed Central** and the **Public Library of Science (PLOS)** typically charge more than 1000 EUR for traditional single-stage journal publications.

2) Traditional publishing groups like **Springer** charge up to 3000 USD for making individual publications in traditional subscription journals freely available online ("Open Choice"), i.e., they levy 3000 USD per online open access paper in addition to charging libraries and other subscribers for access to the journal in which it appears.

3) In the traditional scientific publishing business, where some journals do not only limit access to subscribers or sell articles on a pay-per-view basis but also request additional publication charges from authors (e.g., hundreds of USD per page or color figure), the total turnover and public costs amount to several thousand USD per paper. The annual turnover of publishers in the sector of science, technology, and medicine (STM) amounts to about seven billion USD per year, and some of the traditional publishers — including **Elsevier** with a market share of over 30% — make operating profits of up to 30% and more. Note that a large proportion of the turnover and profit in STM publishing comes from packaging and selling publicly funded research results that are peer reviewed by publicly funded scientists to publicly funded institutions of education and research.

In view of these facts, *ACP* authors and the *ACP* scientific community have had little difficulty accepting or paying average service charges of ~1000 EUR per paper to make *ACP* and its sister journals sustainable. Overall, *ACP* and its interactive open access sister journals prove that top quality (interactive)

open access publishing and peer review can be realized and sustained by scientific societies and (small) commercial publishers with tightly limited budgets and without public subsidies, private donations or venture capital.

5. Key Features Compared to Alternative Forms of Peer Review

To summarize, the key features of the *ACP* interactive open access peer review system that help ensure maximum efficiency of scientific exchange and quality assurance are:

1) Publication of discussion papers before full peer review and revision: free speech, rapid publication, and public accountability of authors for their original manuscript foster innovation and deter careless submissions.

2) Integration of public peer review and interactive discussion prior to final publication: attract more comments than post-peer-review commenting, enhance efficiency and transparency of quality assurance, maximize information density of final papers.

3) Optional anonymity for designated referees: enables critical comments and questions by referees who might be reluctant to risk appearing ignorant or disrespectful.

4) Archiving, public accessibility and citability of every discussion paper and interactive comment: ensure documentation of controversial scientific innovations or flaws, public recognition of commentators' contributions, and deterrence of careless submissions.

Combining all of the above features and effects is the basis for the great success of *ACP* and its sister journals. Missing out on one or more of these features is the main reason why most, if not all, alternative forms of peer review practiced in other initiatives for improving scientific communication and quality assurance have been less successful (less commenting, lower impact/visibility, higher rejection rates, larger waste of refereeing capacities, etc.).

6. Conclusions and Outlook


ACP and its sister journals very clearly demonstrate that interactive open access peer review with a two-stage publication process and public discussion effectively resolves the dilemma between rapid scientific exchange and thorough quality assurance. They have proven that interactive open access peer review does foster scientific discussion, deter submission

of sub-standard manuscripts, save refereeing capacities, and enhance information density in final papers.

Technically, interactive open access peer review can be easily integrated into new and existing scientific journals as well as large scale publishing systems and repositories (such as *arXiv.org*) on the Internet — simply by adding an interactive discussion forum. Moreover, the basic concept of two-stage open access publishing with public peer review and interactive discussion can be easily adjusted to the different needs and capacities of different scientific communities by maintaining or abandoning referee anonymity, shortening or prolonging the discussion phase, adding post-peer-review commenting and rating tools for readers, making all steps/iterations of peer-review and revision transparent, adding further stages of publication for re-revised manuscripts, establishing feedback loops for editorial quality assurance, etc.

Overall, interactive open access publishing and peer review can substantially improve scientific quality assurance and provide the basis for more efficient use and augmentation of scientific knowledge in a global information commons.⁸ Moreover, public review, discussion, and documentation of the scientific discourse can serve as an example for rational and transparent procedures of settling complex questions, problems, and disputes. It is a model for further development of the structures, mechanisms, and processes of communication and decision making in society and politics in line with the principles of critical rationalism.^{2,3}

7. References

1. **Pöschl, U.:** Interactive journal concept for improved scientific publishing and quality assurance, *Learned Publishing* 17, 105-113 (2004)
2. **Bodenschatz, E., and Pöschl U.,** Open Access and Quality Assurance, in: *Open Access Challenges and Perspectives – A Handbook, European Commission and German Commission for UNESCO* (2008)
3. **Pöschl, U., and Koop, T.:** Interactive open access publishing and collaborative peer review for improved scientific communication and quality assurance, *Information Services & Use*, 28 (Special Issue APE 2008: Academic Publishing in Europe, Quality and Publishing, IOS Press), 105-107 (2008).
4. **Lahiri, D. K.:** Discourse among referees and editors would help, *Nature* 439, 784 (2006) doi:10.1038/439784d
5. **Van Meir, E.G.:** Opening the chamber of peer-review secrets, *Nature* 429, 803 (2004) doi: 10.1038/429803c
6. **de Carvalho, L.B.:** Pressure also leads to worthless publications, *Nature* 439, 784 (2006) doi:10.1038/439784a
7. **Müller, U.:** Peer-Review-Verfahren zur Qualitätssicherung von Open-Access-Zeitschriften – *Systematische Klassifikation und empirische Untersuchung*, PhD thesis, Humboldt University, Berlin, 2008.
8. **David, P.A., and Uhlig, P.F.,** "Creating the Information Commons for e-Science," Paris (2005). 

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add these two prize books to their collections, and that the name of **Getty** should continue to be associated with the most creative work in one of the most compelling fields of contemporary art and craft." www.bodley.ox.ac.uk

In this issue, we have lots of observations and opinions as always. Don't you love it! **Rick Anderson** (p.86) thinks we should consider buying an **Espresso Book Machine** instead of books, **Bob Nardini** (p.80) tells us that Special Collections is the place to be, and **Cris Ferguson** and **Mark Herring** (p.91, 64) talk about the demise of the print newspaper. You know what, we live in an exciting marketplace/world/community!

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The Open Scholarship ... from page 34

control infrastructure. The firm was brought in to assess how well the Army had achieved its goal of “battlefield digitization.” The **United States Air Force**, meanwhile, tapped **Robbins-Gioia** when it needed help improving its fleet management systems for U-2 spy planes.

It may seem unfair to single cultural studies out like this. After all, it’s not the only field to suffer from something of a blind spot when it comes to the politics of its own publishing practices. Far from it. What makes the existence of such a blind spot so noteworthy in this particular instance is that cultural studies prides itself on being a “serious” political project, as one of its most influential exponents, **Stuart Hall**, puts it.⁵ According to **Hall**, the political cultural studies intellectual has a responsibility to “know more” than those on the other side; to “really know, not just pretend to know, not just to have the facility of knowledge, but to know deeply and profoundly.”⁶ If so, then as far as **Striphas** is concerned, this injunction quite simply has to include knowing more about “the formidable network of social, economic, legal, and infrastructural linkages to the publishing industry that sustains” cultural studies and its politically engaged intellectuals, and shapes the conditions in which their knowledge and research “can — and increasingly cannot — circulate.”⁷ This is information that can be ignored only at the cost of the integrity of cultural studies’ politics, he insists.

As someone who identifies with cultural studies to a large extent,⁸ I’ve been concerned for some time now with the way in which many cultural studies intellectuals, who are otherwise keen to wear their political commitment on their sleeves, are noticeably less keen when it comes to interrogating their own politico-institutional practices.⁹ The marked lack of interest the majority of those in the field have shown in

making their research and publications available open access is a case in point.

Why, given the often overtly radical nature of the content of their work, have those in cultural studies been so reluctant to challenge what **John Willinsky** rightly describes as the “complacent and comfortable habits of scholarly publishing” in this way?¹⁰ After all, by making the research literature freely available to researchers, teachers, students, union organisers, NGOs, political activists, protest groups, public libraries, community centres and the wider public alike, on a worldwide basis, open access is frequently positioned as having the potential to break down some of the barriers between the institution of the university and the rest of society, as well as between countries in the so-called “developed,” “developing” and “undeveloped” worlds. These are all objectives most of those who identify with cultural studies as a political project would presumably be in favour of, given that just as important as knowing more than the other side, according to **Stuart Hall**, is the political intellectual’s responsibility to transmit “those ideas, that knowledge,” to others.¹¹ Yet while other movements and practices associated with digital culture and the open dissemination of knowledge and information, such as **Creative Commons**, free software, open source and peer-to-peer file-sharing, have often been regarded from a cultural studies perspective as providing models for new regimes of culture, new kinds of networked institutions, and even for new forms of social and political organisation, the open access movement has had comparatively little impact on the field to date.

This is all the more surprising when one considers that compared to, say, the task of constructing an “open source society” or forging an organic connection with a larger emerging historical movement, making copies of their research and publications freely available in globally accessible online repositories or journals is something that is relatively easy for the majority of those in cultural studies to actually bring about. Why, then, have those

in the sciences, such as **Stevan Harnad**, proved to be the more apparently progressive, institutionally, socially and politically, in this respect?¹²

Interestingly, **Goldacre** and **Striphas** both end their articles with suggestions for future action. For **Goldacre**, the ideal would be for all drugs research to be made “commercially separate from manufacturing and retailing” and for all journals to be “open and free.” In the meantime, as academics are already “obliged to declare all significant drug company funding on all academic articles,” he follows **Jefferson** et al. in proposing that “since their decisions are so hugely influential,” all editors and publishers should be asked to “post all their sources of income, and all the money related to the running of their journal,” once a year.¹³ **Striphas**, in turn, emphasizes the importance of delving below the surface to discover just who the “parents and siblings” of academic journal publishers are, and what other activities they are involved in. To push the point home he cites as a final example **Reed Elsevier**, one of the main journal publishers in both the “hard” and social sciences. Until as recently as 2007, **Reed Elsevier** was facilitating the global arms trade through its event planning arm, **Reed Exhibitions**, who “staged the annual **Defense Systems and Equipment International (DSEi)** event in the London Docklands and similar events worldwide.” Indeed, **Elsevier** was motivated to distance itself from the arms trade only after organized action on the part of “**Campaign Against Arms Trade**, along with groups of scholars associated with *The Lancet*, *Political Geography*, and other **Elsevier** journals.”¹⁴ This leads **Striphas** to suggest that, by working collectively, it may be possible to put pressure on other academic journal publishers to change their practices, too, no matter how large they may be.

So, responding to both the political and pragmatic undertones of these two pieces, my own “subversive proposal” is as follows: that we, as academics, authors, editors, librarians,

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Speaking of opinions and predictions, we have a few on the **ATG NewsChannel** and you can add one if you want. Poking around the Internet, I ran across a “**bad predictions**” Website that had me in stitches. Here are a couple of my favorites — “Who the hell wants to hear actors talk?” — **H. M. Warner**, **Warner Brothers, 1927**. “I’m just glad it’ll be Clark Gable who’s falling on his face and not Gary Cooper.” — **Gary Cooper on his decision not to take the leading role in “Gone With the Wind.”** “We don’t like their sound, and guitar music is on the way out.” — **Decca Recording Co. rejecting the Beatles, 1962**.

<http://www.maniacworld.com/bad-predictions/>

And don’t miss **Dennis Brunning’s** “advice column” that he has added on to his great interview with **Carol Saller** of University of

Chicago Press and **Ann Ewbank** of **Arizona State University**. I think an advice column is a good idea, **Dennis**. Keep it up! And, how about **Booking with Librarians** (instead of **Dancing with Stars**) next? See this issue, p.46.

And the astute **Janet Fisher** <jfisher@pcgplus.com> sends word that **Emerald Group Publishing** has signed a **Basic Ordering Agreement** with the **Federal Library and Information Network (FEDLINK)** to become a registered Vendor for FY 2009 with option years through FY 2013. Under this new agreement **Emerald** will provide online products to participating **U.S. Federal libraries**. **FEDLINK** serves as a federal libraries and information centers consortium and is a subsidiary of the **Federal Library & Information Center Committee (FLICC)**. www.emeraldinsight.com

Just got a copy of **Immigrant Publishers: The Impact of Expatriate Publishers in Britain and America in the 20th Century** by

Richard Abel and **Gordon Graham** (Transaction Publishers, 2009) and have talked **Tom Leonhardt** <thomasl@stedwards.edu> into reviewing it while he is on vacation, writing annual evaluations, writing a chapter in a book, plus writing his **ATG** column! But since it’s 100 degrees outside in Austin, TX today, **Tom** needs to stay inside. www.libr.stedwards.edu

Answered my **iPhone** the other day and who was on the other end?! **Mary Ann Liebert** <MLiebert@liebertpub.com>! She is going to have an essay contest for serials librarians, or should we call them electronic resources librarians? She says that most authors and editors have no idea how much work (and what kind of work) is done to ensure collection development, archiving, budgeting, etc., takes place. This sounds great to me and **Mary Ann** says that the winner will be announced at the **2009 Charleston Conference!** Stay tuned for more information. www.liebertpub.com

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From the Reference Desk
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Celtic to Pacific Island tales. There are also articles that define the critical terms, concepts and methods used by scholars in the field along with those that treat motifs, themes and character types. In addition, there are entries that discuss eras and movements, and various media and other cultural forms including television, film, animation and video. And of course there are entries for individual authors, scholars, collectors, artists, and translators as well as those for specific works as diverse as *Hansel and Gretel*, *Snow White*, the *Wizard of Oz* and the *Arabian Nights*.

The articles can range in length from one page biographical sketches to essays four to five pages long (at least one entry is ten pages.) "See also" references are provided in bold within the text of each article and each entry has a list of further readings as well as selected Web resources and other media. In addition, there is a substantial bibliography in volume three including a list of folktale and fairy tale anthologies and collections, a list of scholarly resources, a selection of relevant journal titles, and finally, an annotated list of quality Web resources. Other helpful features are a guide to tale type, motif, migratory legend and ballad, a guide to related topics and a general index.

Greenwood Encyclopedia of Folktales and Fairy Tales is a serious and scholarly treatment of a growing field of study. Readers will find the coverage of genres, cultural and regional groupings, and the discussions of themes, motifs and critical concepts very enlightening. However, the *Encyclopedia* offers another equally valuable service. Besides providing such useful definitions and background information for students and scholars, the *Encyclopedia* shows the direction the field has taken during the past 30 years as well as highlighting how these traditional folk forms have been integrated into modern media ranging from graphic novels to the Internet. It is not meant as a comprehensive study so there may be those who quibble about some of the topic selection. However, this work remains a unique and current contribution that gives readers a strong foundation. Without a doubt, academic libraries supporting courses in folk and fairy tales studies will want it in their collections.

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Pretty exciting. This is the first **Charleston Conference Observatory** endeavor! Based on input from more than 170 librarians, **CIBER research group** will conduct a **global library survey** to understand electronic resources challenges, trends, and best practices in tough economical times. Sponsored by **ebrary**, the survey will be available in the fall to all libraries, and results will be announced during the

The *Encyclopedia of Gender and Society* (2009, 978-1-4129-0916-7, \$350) is another entry in **Sage Publications'** growing list of social studies encyclopedias. Edited by **Jodi O'Brien** of **Seattle University** these two volumes contain more than 500 entries authored by scholars from academic institutions throughout the United States and the United Kingdom. This is a serious academic work and it is apparent that a major goal of this encyclopedia is to present gender as a "primary lens" through which society views itself. After spending some time with this set and examining its content, one is hard pressed to argue with that contention.

The *Encyclopedia* is divided into categories containing articles that reflect and highlight gender's centrality in human social life. These categories are wide ranging and include art, popular culture, and sports, body image and health, crime, economics, environment and ecology, politics, policy and social movements, race and ethnicity, marriage and the family, relationships, religion and spirituality, education, science and technology, sexuality and reproduction and gender identity. The set also has a number of what are called "framing" articles that set the tone. Entries like **Gender Identities and Socialization**, **Media and Gender Socialization and Sexuality** and **Reproduction** provide overviews that point to the defining role of gender. Individual articles also address subjects ranging from chivalry to cybersex and from transgender studies to teen pregnancy. The set does not shy away from controversy providing coverage of issues like female circumcision and genital mutilation, sexual slavery, honor killings and sterilization. The articles are written in a straightforward and factual style while being grounded in recent scholarship, as the individual article bibliographies show. Each entry has "see also" references and there is a Reader's Guide that groups related articles as well as an alphabetical list of all entries and a helpful general index.

Academic libraries supporting courses on gender and related studies will find the *Encyclopedia of Gender and Society* a highly valued addition to their collections. Not only does it stand on its own merits, with its focus on gender's role in society, this set is an obvious complement to other resources like **Macmillan Reference's** four-volume work *Encyclopedia of Sex and Gender* (2007, 978-0-02-866115-5, \$425).

Charleston Conference, November 4-7, 2009, in Charleston, SC, USA. "We are very pleased that our survey topic was selected entirely by the library community, and we would like to thank those who participated for their input and support," says **Professor David Nicholas**, Director of the **Department of Information Studies, UCL Centre for Publishing and CIBER research group**. "We realize that librarians are frequently asked to participate in surveys, and there have been a number of studies conducted this year. By having librar-

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Published by **Facts on File**, the *Atlas of the North American Indian* (2009, 978-0816068586, \$85), last revised in 2000, is now in its 3rd edition. Although called an atlas and containing 120 color maps as well as an additional 140 photos and illustrations, this book is more than a mere collection of maps and illustrations. Author **Carl Waldman's** descriptive text is equally valuable and together they combine to produce a highly informative reference.

Waldman organizes his book in seven chapters beginning with "Ancient Native Peoples" covering Paleo-Indians and Archaic Indians and then moves to a chapter on "Ancient Civilizations" where the focus is on civilizations in Mesoamerica, the Southwest, and the Mound Builders of the Midwest, South and Northeast. He then discusses "Native Lifeways" from a number of Native cultural areas followed by specific discussions of art and technology, clothing, forms of shelter, religion, languages, trade, transportation, and sociopolitical organization. The fourth chapter deals with the relationship between native peoples and early European explorers while the fifth chapter revolves around the numerous Indian wars and their history. The sixth chapter covers the impact of all of these changes on the Native way of life finally leading to a discussion of contemporary Native North Americans with a stress on US and Canadian government policies, the Native activist response and the resulting Native Renaissance.

The maps and illustrations are strategically place throughout the volume to integrate with the text. Maps range from plotting migration routes over the Bering Strait Land Bridge to profiling native population densities in 1500 to showing contemporary Native lands and communities in the U.S. In addition, there are drawings and photos depicting Native life from boats and canoes to masks and clothing. Taken together these maps and illustrations are visually compelling and they combine with the text to form an impressive whole. There are also numerous added features including a chronology running through 2008, a listing of Native Nations of the U.S. and Canada with languages and locations, major Native place-names in the U.S. and Canada, a list of museums, and historical and archaeological sites pertaining to Native North Americans, a glossary and a selective bibliography of overview studies.

The *Atlas of the North American Indian* is one of those single-volume references that cover a scholarly topic with enough appeal to be of interest to both public and academic libraries. Its reasonable price coupled with its subject coverage, makes the *Atlas* appropriate for either reference or circulating collections. (This is especially true given that there is a paperback edition available from **Checkmark Books** (978-0816068593, \$24.95).) 🐾

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and significance, a list of ingredients, step-by-step cooking instructions, and the number of persons the recipe serves. Although the cook using this book may occasionally need to visit an ethnic store, most of the recipes make use of ingredients available at local supermarkets. All of the recipes have been tested by chef and author, **Arno Schmidt**. The co-author, **Paul Fieldhouse**, teaches at the **University of Manitoba** and is the author of *Food and Nutrition: Customs and Culture* (1995).

Waddell, Gene. *Creating the Pantheon: Design, Materials, and Construction.* Rome: "L'Erma" di Bretschneider, 2008. 978-88-8265-493-1. 428 pages. \$410.00.

Reviewed by **Lawrence J. Simms** (Associate Professor of Classical Studies, Emeritus, College of Charleston)

One of the most significant and emblematic monuments of classical antiquity, the Pantheon, has finally received its full due in this masterful study by **Gene Waddell**, the fruit of three decades of painstaking research by an established architectural scholar. In fourteen chapters, divided into five parts, the author focuses in meticulous detail on the design of the Pantheon and the materials and methods of construction employed in its execution, and the general and specific sources of design and construction. In addition to the 136 pages of text, fourteen pages of endnotes and eleven pages of bibliography, we have 240 pages of illustrations (close to 400 in all) with a detailed listing of illustrations at the end of the table of contents for ready reference.

In the first sentence of the Preface, the author announces the scope of his study: "This book is about everything that was required to create the Pantheon." Such an opening statement tempts the reader to suspect hyperbole, if not hubris, but the exhaustive presentation of his subject amply justifies the promise. The two-chapter introduction provides general background information on the Pantheon, including in chapter one a brief description of the building and illuminating discussion of the date of construction, about which there

There are many uses for this book. It will satisfy the curiosity of those interested in other cultures as well as help bring people of disparate faiths together. **Arno Schmidt** and **Paul Fieldhouse** are successful in demystifying the foodways of many of the world's major religions. 289 public and academic libraries have already purchased this book, and it is available in electronic form from **Netlibrary**. It definitely fills a gap in the literature. Books like *The World Religions Cookbook* help to increase understanding across cultures, and this one is accessible and practical. It will serve libraries and readers of all types.

has been much disagreement in the past, and the purpose which the building originally served, as opposed to its later identification as a temple. Chapter two provides a survey of the more important earlier scholarship, beginning with the "first comprehensive treatise on the Pantheon" by **Sebastiano Serlio** in 1540. Two major monographs on the Pantheon appeared in the 20th century, one by **Kjeld de Fine Licht**, *The Rotunda in Rome: A Study of Hadrian's Pantheon*, (Copenhagen, 1966) and **William L. MacDonald**, *The Pantheon: Design, Meaning, and Progeny* (Cambridge, MA, 1976). The author acknowledges his indebtedness to both, but using a different approach he has been "unable to accept" many of **Licht's** conclusions, and with regard to **MacDonald**, he has "reached somewhat different conclusions" about the importance of the "sources for the building's design and construction."

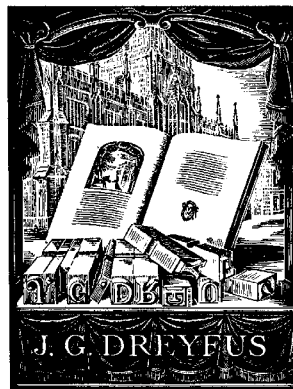
The chapters that follow deal with the general issues of design and construction, the nature of the site and six

chapters devoted to "concrete construction" and "embellishment," subdivided into particular components of the building. No significant part of the Pantheon has been neglected, and the profusion of detail validates the author's statement in the Preface that he has "examined most parts of the building carefully and repeatedly." In the Conclusions section the author recapitulates his findings in a concise summary.

Notable among the illustrations are general views of the Pantheon dating from the sixteenth to the twentieth centuries and numerous photographs (many taken by the author), diagrams, and sketches of a great variety of structural details, as well as floor plans and architectural renderings covering the same period. In addition to the illustrations of the Pantheon in its many aspects, we are provided with a wealth of visual material relating to ancient structures comparable to the Pantheon dating from c.100 B.C.E. to c.307 C.E., enabling us to place the Pantheon in its proper historical context.

This volume represents a major contribution to the study of architectural history in its treatment of what the author has rightly characterized as "one of the most influential buildings ever created" and "one of the most controversial." Although the technical material may be of use primarily to those already familiar with principles of architecture and construction, there is much that will serve the purpose of the general reader who may easily consult the elaborate Table of Contents and the extensive index for subject matter of particular interest. This is a book that is

comprehensive, logically organized, and clearly written, a thorough analysis of a major architectural monument accompanied by a rich visual record and original interpretations. College and university libraries in general and especially those that support programs in architecture, art history, and classical studies should have this volume. Nor will it be out of place in the more serious public library. 🐾



Rumors from page 52

ians choose the topic and provide suggestions regarding the types of questions that we should ask, we believe that the results of this survey will be of upmost value to libraries worldwide." "Over the past few years, **ebrary** has collaborated with librarians to learn their perspectives as well as those of students and professors with regard to the use of digital content," said **Christopher Warnock**, CEO of **ebrary**. "We are proud to sponsor this survey and believe it will help vendors, publishers, aggregators, and others who serve the library community better understand and address librarians' issues and

concerns in a difficult economic climate." www.ucl.ac.uk/infostudies/research/ciber/www.katina.info/conference

Was visited recently by **Steve O'Dell** and **Steve Strother** of **EBSCO**. They gave us a demonstration of the **EBSCO Discovery Service**. Hear all about it at **ALA**! Anyway, after the presentation, everyone was remembering especially **Steve O**. Sorry, **Steve S**, but how many people get to be in a **Geico Commercial**? And with **Joan Rivers** at that? www.youtube.com/watch?v=42NcaL6IWt8

Do y'all remember the glamorous **Daryl Rayner**? She used to write the charming **Rumours from Paddington** section in **ATG** way back when she was employed by **xrefer**

which is now called **Credo Reference**. Anyway, **Daryl** and some of her colleagues have another company called **Exact Editions** which makes largely popular magazines, books, and other printed documents accessible, searchable, and usable on the Web in exactly the same version as the printed version. Each print page becomes a Web page, so printed pages can be bookmarked, cited, and referenced by other users or Web applications. Check it out! www.exacteditions.com/

And, speaking of **Credo Reference**, did y'all see the great piece **Mary Ellen Quinn** did on the history of **Credo** in **Booklist**? www.booklistonline.com/default.aspx?page=show_product&pid=3367616

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Little Red Herrings from page 64

We don't like to be, or have our views, undermined. In fact, we avoid it at all cost. But on the Web, it's all we do (**Kristof** calls this, ironically enough, "truth-seeking"). In fact, on the Web it's all we *can* do because the search engines, all of them, look for materials the way we structure the searches: according to our prejudices.

I believe it was **Blake** who said "opposition is true friendship." I've always thought that, even while I've been ready to tear into an opponent who held a view antipodean to my own. My fear is that with the loss of all these newspapers (and if newspapers are gone, will magazines soon follow?) we'll all lose any chance to challenge ourselves. We'll fall into our hidebound intellectual silos and never be able to get out again, nor will we want to. Once there, we'll think the world is all about us, agrees with us, holds the same opinions as we do. Where else will you get the chance to be intellectually challenged on what you hold dear if not in a daily read that isn't about you? You'll not likely find it at your favorite bar, your workplace, your church or civic group because we choose those things precisely because they make us feel comfortable. With the loss of newspapers, what's left to challenge us? And this doesn't begin to touch the loss of truly investigative reporting that uncovers something important, like a **Madoff** or a **Monica**.


It's not just the loss of newspapers, that I worry about losing. It's the loss of really engaged, daily reading. Hardly anyone does that any more. We all read in bits and pieces. In starts and stops. In snatches and grabs. On the Internet. And for most of us, being able to really concentrate for hours on end is slowly slipping away with each page refresh. Try this the next time you're around a teenager. Hand out *The Wall Street Journal* or *The New York Times*. But get ready to run. If caught, you'll probably be arrested for child abuse.

I'm not saying that people do not read on the Web. Those who always have are now reading and will likely continue to do so. But even these folks, I fear, will read more and more only those things with which they agree if our only medium is the Web. If we think securing the peace in the Middle East is hard, wait a decade and try to find it in your own neighborhood, assuming anyone there is talking to anyone else. **Kristof** calls newspaper reading a "daily workout" as if at the gym. And he's right. The trouble is that failing to do it is like letting that treadmill become a wardrobe. Pretty soon, you get short of breath and there's only one thing worse:

Being short of thought.

If there's any bailout money left, newspapers might be a good place to start. I've gotten more out of them than I ever did GM.

I know **Gordon Gekko** was a terrible stereotype, and I really don't favor greed. But I do favor one thing that sounds a bit like his famous line:

Read. Read is Good. 

New Journals in 2009!



The AEA is launching four new peer-reviewed journals in 2009:

- **AEJ: Applied Economics** (January): Focuses on empirical micro issues
- **AEJ: Economic Policy** (February): Examines economic policy's role in economic outcomes
- **AEJ: Macroeconomics** (January): Studies economic fluctuations and growth
- **AEJ: Microeconomics** (February): Covers microeconomic theory, industrial organization, and aspects of international trade, political economy, and finance

Tables of Contents and Abstracts are available at:

www.aeaweb.org/aej-applied • www.aeaweb.org/aej-policy
www.aeaweb.org/aej-macro • www.aeaweb.org/aej-micro

Institutional print and online subscriptions for 2009 include these four journals plus the AER, JEL, and JEP.

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And, coming up in July is the **11th Fiesole Collection Development Retreat**. This time in Glasgow, Scotland. And, **Derek Law** tells us, one of the speakers, **Malcolm Read**, has been awarded an **OBE** in Queen Elizabeth II's Birthday honours. **OBE** stands for **Order of the British Empire** and gives recognition for work well done. digital.casalini.it/retreat/

And heard recently that the bearded **Ken Robichaux** was featured in an article in the **Charleston Post & Courier** (6-11-09) about the **Picture Show Man Website** which he

created several years ago and which covers the **history of American film** from its birth through 1960. Y'all will remember that **Anne (Ken's wife) Kabler Robichaux** used to be Assistant Director of the **Medical University of South Carolina Library** and **Ken** used to work for **J.A. Majors**. No moss is growing under their feet! See — "**Picture Show Man director takes film history personally**," by **Jessica Johnson**.

www.postandcourier.com/news/2009/jun/11/picture_show_man_director_takes_film_his85497/

www.postandcourier.com/news/2009/jun/11/searching_america_s_past_on_silver_screes85524/

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State University and now Executive Director of Networked Library Services at **OCLC**, was one of the earliest and most compelling of these visionaries. In 2004, **Andrew** wrote an article in *Library Journal* titled, "Dismantling Integrated Library," (<http://www.libraryjournal.com/article/CA374953.html>) where he envisioned a structure of interoperable components operating in a Web-based environment. Fast forward five years and **Andrew** is leading a project to launch the first services of exactly this type of interoperable Web-based library management system.

Drawing from **Andrew's** recent presentation on the topic during a **NISO Webinar** (http://www.niso.org/news/events/2009/interop09/interop09_web.pdf) and from the April 2009 **OCLC** release on their new strategy to move library management services to Web scale (<http://www.oclc.org/us/en/news/releases/200927.htm>), **OCLC's** cooperative library management system is an extension of **WorldCat** local and the **FirstSearch** service. Their release states that the system provides "libraries a locally branded catalog interface and simple search box that presents localized search results for print and electronic content along with the ability to search the entire **WorldCat** database and other resources via the Web." What is interesting is the combining of services with integrated holdings and search functionality in a Web-based environment. In addition to reducing the costs of operating these systems locally, the data can be combined with other organizations to further enhance end user services.

Issues to Consider Before Moving Your Services to the Web

It will be important for library managers to consider carefully a number of issues before proceeding down the "cloud" computing path. While the savings might be significant, turning over an organization's information services to a third party can be fraught with risk. Will the service company provide the same level of service your organization is accustomed to? Management can dictate to its own staff and can dedicate resources to fixing, upgrading or enhancing an in-house system. However, once services are outsourced, there is a range of limitations that the organization

needs to deal with. All of these issues can and are rightly dealt with in a service level agreement with the vendor.

Some of the most critical issues surround the data that is now stored on someone else's computers. Obviously, an organization might not want the actual data to be shared or mingled with that of other organizations or competitors. There are certainly privacy issues surrounding data stored on third party systems, but there are contractual and technology solutions to address these concerns.

Ownership of data is another question. While obviously rights to one's own data generally (though not always) is a given, who owns the data about the data, such as usage logs and transaction activity? Data aggregation can be a very powerful tool, even if anonymized. The meta-analysis possible when reviewing information across numerous institutions could prove extremely valuable to other organizations, or simply to the vendor itself. One need only look to the **MESUR** project underway at Los Alamos (www.mesur.org) and some of that group's work on click streams and usage patterns to get a sense of the power (and financial opportunities) of large-scale meta analysis from crunching data in usage logs. What limitations (or lack thereof) are there on the uses the supplier can make with the data that is created from using its services.

This issue came to a head earlier this year with the release of **OCLC's** new *Proposed OCLC Policy for Use and Transfer of WorldCat Records* (<http://www.oclc.org/us/en/worldcat/catalog/policy/policy.htm>). There was a significant outcry from many in the community about these proposed changes, including from **ICOLC** (<http://www.library.yale.edu/consortia/statement-oclcrecorduse.htm>), **ARL** (<http://www.arl.org/news/pr/oclc-policy-20feb09.shtml>) and others (<http://dewey.library.nd.edu/mailling-lists/ngc4lib/>). **OCLC** was forced by the community to withdraw the initial proposed terms and engage a *Review Board on Principles of Shared Data Creation and Stewardship* (<http://www.oclc.org/us/en/worldcat/catalog/policy/board/default.htm>). There is a wide range of applications for which **OCLC** would like to use the data that it has received from the library community and there is a need to ensure that they have the rights to do so. However, the library community also has a desire to take advantage of the data



that they supply to **OCLC** and that of others, where appropriate. The library community and **OCLC** need to come to a common understanding about what is allowed and what is prohibited on both sides of the agreement.

OCLC is not alone in experiencing push back from a user community about revising terms of use for content. Earlier this year **Facebook** members were outraged at changed terms of service that implied **Facebook** retained the rights to archive in perpetuity any content users upload, even if the user later deletes his or her account. **Facebook** was forced to rewrite and re-issue its terms of service and the uproar is only now starting to subside.

On a more distant timescale, there are also lock-in concerns that are slightly more challenging than in a situation where the organization internally manages its solution. Software migrations are significant enough when one is dealing with an in-house system acquired from a vendor. However, moving from one Web-based service supplier to another might be significantly more challenging (and costly). Without access to the back-end of the system, customers would be forced into relying on the interfaces and conversion capabilities that a vendor supplies. It is likely that not all of the data (especially system-related metadata) might not be extractable in any usable format.

Many of these issues can be addressed in service level agreements, but they need to be carefully developed and attached to any contract for services. Librarians who have mastered the request for proposal and negotiation of license contracts for content now have an entirely new and complex area to learn about.

Why Should Publishers Care About This Trend?

Publishers and other content providers would do well to pay attention to these developments in Web services computing for library systems. At the very least, providing information that is compatible, interoperable and accessible by these next generation library management environments will be an important component of making publishers' books and journals available to end users. Without easy integration into a library's workflows, it is far less likely that content will be widely used. Certainly content is king and critical titles will be acquired when there is demand, especially from faculty. However, without integration into the library order processing and management systems and exposure through the discovery and delivery systems, content acquisition and usage could be in jeopardy.

Support of standards related to the exchange of data between publishers and library systems, such as **SUSHI**, **COUNTER**, **CORE** and **ONIX-PL**, will become even more critical. Their adoption by publishers will become increasingly important as tools to interoperate with and populate information in these new library management environments. Content providers who are already adopting such standards will be better positioned as the library Web services trend grows. 🌱

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And! Can't believe it! Just learned that the **DVDs** from the **2008 Charleston Conference** have been recovered and will be loaded up shortly as soon as we check with speakers to see if we can put them on the

Web. You may or may not remember that we had **DVDs** made of much of the Conference (the Plenaries especially) but the sound was non-existent when we played them. Well, our wizard technoman, **Chet Willis**, has fixed all that! Can't believe it! Hooray! Stay tuned.

www.katina.info/conference 🌱